

# TARGET MARKET DETERMINATION

## ExoticDirect Pet Insurance

### Exotic

This Target Market Determination (TMD) applies to the Product from 05/02/2025 and will continue to apply until this Target Market Determination is withdrawn.

<b>Brand Name</b>	ExoticDirect Pet Insurance
<b>Product Name</b>	Exotic Insurance
<b>Plan Name(s)</b>	Premier, Essential, Basic, Value, Bird Charity Plan,
<b>Insurer</b>	Allianz Insurance plc (Registered in England No. 84638). Registered office address: 57 Ladymead, Guildford, Surrey, GU1 1DB, United Kingdom. Allianz Insurance plc is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, Financial Services Register No. 121849.
<b>Distributor</b>	ExoticDirect is the registered trademark of Brooks Braithwaite (Sussex) Ltd. Registered office address: 4 Bridge Road Business Park, Haywards Heath RH16 1TX. United Kingdom. Registered in England no 1416900. Brooks Braithwaite (Sussex) Ltd is authorised and regulated by the Financial Conduct Authority (FCA). Financial Services Register No 304839. Brooks Braithwaite (Sussex) Ltd is part of the Petcover group.

#### ABOUT THIS DOCUMENT

This Target Market Determination (TMD) applies to the pet insurance described in ExoticDirect, Insurance Product Information Document (IPID) and Policy Wording.

Brooks Braithwaite (Sussex) Ltd acts under a binding authority as agent for the insurer of this product.

#### WHAT IS A TARGET MARKET DETERMINATION?

The TMD seeks to offer customers, distributors and employees an understanding of the class of customers for which this product has been designed, considering their likely needs, objectives and financial situation.

This TMD describes the circumstances in which we believe the product is likely to be suitable.

Customers who fit those circumstances are collectively called our target market.

This TMD does not take anyone's personal circumstances into account, nor does it form a part of the terms of cover.

In addition to the key eligibility requirements outlined in this TMD, it is also subject to acceptance criteria and the TMD does not include all the factors we consider when we decide whether to issue insurance.

Customers must refer to the policy wording, IPID and any supplementary document(s), which outline the relevant terms, conditions, exclusions, excesses, your rights and obligations and insurance cover is provided under the product when making a decision about this product.

We recommend that customers contact their broker or distribution partner and read the relevant policy wording for full details on the cover to determine whether the product is appropriate for their objectives, financial situation, and needs.

This TMD is not intended to provide any financial product advice to customers on the cover provided. Also, we do not consider any customer's personal needs, objectives, or financial situation in providing any information in this TMD.

### WHAT PRODUCT DOES THIS TARGET MARKET DETERMINATION APPLY TO?

This product has a range of different plan options, which plan is offered depends upon the type of exotic pet, the value of the exotic pet and who introduced the insurance.

- Premier Plan,
- Essential Plan,
- Basic Plan,
- Value Plan,
- Bird Charity Plan.

This product is designed for customers in the target market who own an exotic pet to provide them financial protections, subject to the terms and conditions, limitations, and exclusions of the policy, in the UK or for up to 28 days in the policy period within the European Union, depending upon available plan for:

- **Veterinary fees**, for fees for treatment by a veterinary surgeon following accidental injury or illness contracted during the policy period.
- **Death**, for the price you paid for your pet up to the maximum benefit, following death during the policy period from an accident, illness or injury.
- **Fire / Theft / Weather Perils**, for the price you paid for your pet up to the maximum benefit, for theft, death or proven loss as a direct result of fire wind storm lightning or flood.

In addition, the product offers optional cover to enable a customer to tailor the product to suit their individual needs. The following optional cover can be selected by the customer where applicable:

- **Pet Housings and/or Enclosure Cover**, *as an optional extra*, for the price you paid for your pet housing / enclosure up to the maximum benefit, for theft or malicious damage caused by theft, loss or damage as a direct result of fire lightning storm wind or attempted theft.

This optional cover is subject to exclusions and limitations.

For full benefit details, conditions and exclusions, please refer to the policy wording.

### WHAT IS THE TARGET MARKET FOR THE PRODUCT?

For a customer to be considered within the target market they must meet our key eligibility criteria as outlined in the following.

### WHO IS WITHIN THE TARGET MARKET FOR CAT INSURANCE?

Customers WITHIN the Target Market (Customers are within the target market if all the following conditions apply)	
✓	Customers that own a bird, reptile, tortoise, mammal or bird of prey.
✓	Customers that own a pet older than 12 weeks old (8 weeks old in the case of small mammals).
✓	Customers that own a small mammal under 5 years old, a chinchilla under 8 years old and tortoises under 50 years old at the start of the insurance cover.
✓	Customers seeking coverage for veterinary fees for an injury or illness that may occur.

✓	Customers with pets valued over £150.00 seeking coverage for death for an injury or illness, theft, fire, weather perils.
✓	Customers seeking coverage for injuries or illnesses which are not pre-existing medical conditions (as described in the policy wording) when the pet insurance was initially purchased.
✓	Customers whose pet lives in the United Kingdom of Great Britain and Northern Ireland including the Channel Islands and the Isle of Man. Cover extends to the European Union provided that You have fully complied with any pet travel regulations currently in force and Your pet is not absent from the United Kingdom for any more than 28 days in the Policy Period.

**Customers NOT within the Target Market  
(Customers are NOT within the target market if any the following conditions apply)**

✗	Customers whose pet has a condition expressed as excluded in the Certificate of Insurance and they are seeking coverage for that condition.
✗	Customers whose pet has a pre-existing medical condition which occurred before the coverage started or during the 14-day waiting period and they are seeking coverage for that condition.
✗	Customers seeking to cover the veterinary costs of vaccinations, flea treatment, routine spaying or castration (this does not exclude spaying or castration that is recommended by the attending veterinary Surgeon as part of an overall medical condition) or any drugs or medication for routine preventative health care, any routine health checks or treatment in respect of any behavioural problems, training or therapy, or any veterinary treatment arising as a result of any of the above.
✗	Customers seeking to cover the veterinary costs of elective treatment, such as wing clipping, teeth, beak nail or claw trimming.
✗	Customers seeking to cover the costs of any treatment in connection with your pet being or coming into season, egg binding, breeding, pregnancy or giving birth.
✗	Customers seeking to cover the veterinary costs of any general health improvers, food, vitamins, minerals or special diets, whether prescribed by a veterinary surgeon or not.
✗	Customers seeking to cover the costs of an injury deliberately caused by you, your family or anyone living with you.
✗	Customers seeking to cover the costs of an injury or illness caused by your other pets or any other animal in your care, or any animal visiting your premises.
✗	Customers seeking to cover any pet(s) being used for commercial purpose or kept on commercial premises for a period exceeding 28 days.

## YOUR EXCESS

When we pay a claim, you normally pay an excess. The product includes a number of different excesses that apply in various circumstances. If more than one excess applies to a claim, we add them together to work out the total excess payable by you.

The veterinary fee cover will have a fixed amount excess for each animal per course of treatment. In addition to this when the fees are incurred for the treatment by a veterinary specialist or referral veterinary surgeon who has been recommended by the attending veterinary surgeon, in the case of a referral, you may be required to pay 30% of the total referral cost of the treatment in addition the veterinary fee fixed amount excess. In addition to this when the fees are incurred for a diagnostic examination carried out by a veterinary surgeon by means of Magnetic Resonance Imaging (MRI), Nuclear Magnetic Resonance Imaging (NMRI) or Computed Axial Tomography (CT or CAT) or the like, in the case of such diagnostic examination you will be required to pay 50% of the total diagnostic examination cost in addition to the veterinary fee fixed amount excess.

The cover for fire or theft, will have an excess which is a percentage of the value of your pet.

The pet housings and/or enclosure cover, will have a fixed amount excess of £25.00 or an excess of 10% percentage of the value of pet housing and/or enclosure (whichever is higher).

## FINANCIAL SITUATION

Our target market is a person who is able to pay premiums in accordance with the chosen premium structure,

excess, fees and government charges, having regard to personal circumstances and vulnerability or hardship considerations.

Relevant financial situation considerations include:

- Ability to choose to pay your premium annually or by instalment.

## CONSISTENCY WITH THE TARGET MARKET

The insurance product including its key attributes is likely to be consistent with the likely objectives, financial situation and needs of the class of customers in the target market, as we consider that it provides the required type of cover for that class of customers. This has been determined based on an assessment of the insurance product including its key attributes. Individual customers will need to consider whether this product meets their specific objectives, financial situation and needs.

## WHAT DISTRIBUTION CONDITIONS APPLY TO THIS PRODUCT?

The product application process has been designed to guide customers directly to the product most likely to meet their needs and objectives based on their responses to the questions in our product application.

Brooks Braithwaite's staff have been trained in the product, the customer(s) it is intended for and the underwriting criteria applicable to the product.

<p><b>Distribution Restrictions</b></p>	<p>This product can only be distributed if the following conditions are met:</p> <ul style="list-style-type: none"> <li>• It can only be sold by Brooks Braithwaite's employees (including ExoticDirect's website).</li> <li>• The insurance product distributor must: <ul style="list-style-type: none"> <li>○ be authorised to distribute the product and those arrangements must not have been cancelled or suspended.</li> <li>○ agree to comply with all underwriting criteria and levels of authority (as applicable).</li> <li>○ agree to not distribute the product where they receive notice from the Insurer that this TMD is not up to date and no new TMD has been provided; and</li> <li>○ where a new TMD has been provided, agree to distribute in accordance with the new TMD.</li> </ul> </li> <li>• The TMD is currently not subject to any FCA action that might suggest that the TMD is no longer appropriate.</li> </ul>
<p><b>Distribution Conditions</b></p>	<p>This product can only be sold via an offer of cover and acceptance of cover.</p> <p>This product can be sold to customers within the target market without the customer being provided with any financial product advice or, general or personal advice.</p>
<p><b>Distribution Method</b></p>	<p>This product can only be distributed by the insurance product distributor through either inbound and outbound telephone or online sales.</p>

## REPORTING AND MONITORING THIS TARGET MARKET DETERMINATION

All reporting data is collected and monitored by Brooks Braithwaite (Sussex) Limited.

<p>Complaints</p>	<p>All complaints in relation to this product are reported monthly.</p>
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Sales data	Relevant sales and customer data in relation to this product on a monthly basis.
Claims data	Where relevant, claims data in relation to this product on a monthly basis.
Significant dealings	When Brooks Braithwaite becomes aware of a significant dealing in relation to the product that is inconsistent with the TMD, this includes but is not limited to a consideration of the nature and degree of harm resulting from the issue of this product to a retail customer, as soon as practicable and within 30 business days of significant dealing being identified.
Communication from a regulator in relation to the product or TMD	Brooks Braithwaite is to report to the insurer on the same day, as soon as practicable and within 30 business days of the communication.

## WHEN WILL WE REVIEW THIS DOCUMENT?

We will review this TMD in accordance with the below.

Initial review	Within twelve (24) months of the effective date of the first TMD for this product.
Periodic reviews	At least every twenty-four (24) months of the completion of the previous review.
Review triggers and events	<p>Any event or circumstances arise that would suggest the TMD is no longer appropriate. This may include (but is not limited to):</p> <ul style="list-style-type: none"> <li>• an event or circumstance that would materially impact on or change a factor taken into account when making the TMD that would suggest to us that the TMD is no longer appropriate, such as a change in underwriting requirements.</li> <li>• the product has not been materially distributed and purchased in a way that is significantly inconsistent with this TMD;</li> <li>• a material change to the product including, Insurance Product Information Document (IPID) and Policy Wording or assumptions upon which the TMD was formulated like the application process, pricing requirements, and underwriting guidelines;</li> <li>• feedback, such as significant or systemic complaints or claims issues, received from insurance brokers, distributors or customers who purchased the product, which is of a nature that suggests to us that the TMD is no longer appropriate;</li> <li>• change of relevant law, regulatory guidance, industry code or feedback from regulators such as FCA and or other interested parties which has a material effect on the terms or distribution of the product;</li> <li>• Where a review trigger has been identified, this Target Market Determination will be reviewed within ten (10) business days.</li> </ul>